

BIOGRAPHICAL INFORMATION

Minoru Arakawa
President
Nintendo of America Inc.
Redmond, WA

Minoru Arakawa is the president of Nintendo of America Inc., the U.S. subsidiary of Japan's leading manufacturer of electronic games, Nintendo Company Ltd. His responsibilities include managing the consumer home video commercial and coin-op divisions of the company.

Prior to joining Nintendo, Arakawa was an executive with Marc-narod, a Canadian construction firm based in Vancouver, British Columbia.

Arakawa received his bachelor's degree in civil engineering from the University of Kyoto, Japan. He also holds a master's degree in civil engineering from Massachusetts Institute of Technology.

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Howard C. Lincoln
Senior Vice President
Nintendo of America Inc.
Redmond, WA

Howard Lincoln joined Nintendo of America Inc. as senior vice president in 1983. He is responsible for the licensing, legal, finance and credit departments of the company. He also oversees the company's personnel, data processing and administration functions.

Prior to joining the company, Lincoln practiced law as a managing partner at Sax & MacIver, a corporate and commercial law firm in Seattle, WA. Previous to that, he was a lieutenant in the U.S. Navy in the Judge Advocate General's Corps.

Lincoln is a graduate of the University of California at Berkeley, and holds a law degree from Boalt Hall, the University of California School of Law.

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Peter T. Main
Vice President of Marketing
Nintendo of America Inc.
Redmond, WA

Peter Main joined Nintendo of America Inc. as vice president of marketing in April of 1987. In that capacity, he directs all marketing activity for the Nintendo Entertainment System,^R game paks, and peripherals in the United States.

Prior to joining Nintendo, Main was president and chief executive officer of White Spot, Ltd., the largest and most diversified food service operation in British Columbia.

Main was with White Spot since 1983. Prior to that time he held a variety of leadership positions with other major Canadian corporations, including Western Professional Colour, Controlled Foods Corp., Ltd., General Foods Ltd. of Toronto and Colgate Palmolive.

Peter Main is a graduate of the University of Western Ontario.

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Bruce Donaldson
Vice President of Sales
Nintendo of America Inc.
Redmond, WA

Bruce Donaldson joined Nintendo of America Inc. as vice president of sales in January 1986. In that capacity, he established and directs a national field sales force and was instrumental in the national roll-out of the Nintendo Entertainment System in 1986.

Prior to joining Nintendo, Donaldson was vice president of Platt Music Corporation for three years, where he had national responsibility for twelve company divisions.

Previously, he held several positions in sales management with Mattel Toys and Mattel Electronics. Among his responsibilities at Mattel, Donaldson oversaw the national introduction of the Intellivision Video Game System.

A native of New Jersey, Donaldson holds a bachelor of science degree in business administration from Davis and Elkins College, West Virginia.

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Bill White
Director of Advertising and Public Relations
Nintendo of America Inc.
Redmond, WA

Bill White joined Nintendo of America Inc. as director of advertising and public relations in August 1987. In that capacity, White manages all advertising, promotion and public relations activities undertaken by Nintendo and its agencies in the United States.

Before joining the company, White was director of marketing for Microrim, a computer software company based in Redmond, Washington. Prior to that, he was a group marketing manager for the Heinz Pet Food Company in Los Angeles. Prior to joining Heinz, White held various brand management positions with Carnation in Los Angeles.

A native of Stamford, Connecticut, White earned a bachelor's degree in business/marketing from the University of Southern California.

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Jerry Rutenbur
Vice President of Network Products
Nintendo of America Inc.
Redmond, WA

Jerry Rutenbur joined Nintendo of America Inc. as vice president of network products in August 1989. In that capacity, Rutenbur is responsible for the design, marketing and sales of products for the "NES NETWORK."

Prior to joining Nintendo, Rutenbur was senior vice president with Home Box Office's video division for three years, where he was responsible for North American sales and marketing of HBO's pre-recorded video cassette products.

Previously, he held a variety of sales and marketing positions including that of vice president and general manager at Microsoft Corporation in the company's retail division.

Rutenbur is a native of Salt Lake City, Utah.